Permit #F00050605

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00050605 **Type of Permit:** FILMING **Release Date:** 03/26/2012

Production Company HAWTHORNE DIRECT

Insured Company Name HAWTHORNE DIRECT
Contact Phone No. 1 641-472-3800
Contact Phone No. 2 213-482-4115 203
Fax 775-263-8597
Address 300 NORTH 16TH ST
FARFIELD, Iowa 52556

Production Title ARMOR ALL

Type of Production Infomercial

Producer Anthony Mosa

Director Don Hertzog

1st AD Anthony Mosa

Production Manager Thad Somoza

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Thad Somoza
Primary Phone Mobile - 774-282-0380
Secondary Phone Office - 641-472-3800

Location Assistant NA NA
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Posting 300	$69.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $934.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00050605
Production Company HAWTHORNE DIRECT
Insured Company HAWTHORNE DIRECT
Production Title ARMOR ALL

Location Manager Thad Somoza
Primary Phone Mobile - 774-282-0380
Secondary Phone Office - 641-472-3800

Location Address 7813 Cowan Ave, Los Angeles, CA, 90045

Location Type Private Residence

Film Dates 3/27/2012 - 3/27/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Hawthorne.ArmorAll.50605.AL.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	30
Cube Trucks	2
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	1
Crew	34
Spot Check	1

Filming Activities Camera on sticks; Equipment on property; Equipment on sidewalk only.; Exterior establishing shots; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 702 **Grid:** F1

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking
Base Camp
Location Type : Filming Location
Parking Notes
Spot check ok per Insp Roth

Crew Parking
Location Type : Other Location
6705 W 77th St, Los Angeles, CA, 90045

Posting "No Parking" signs COWAN AVE.., 150' IN FRONT OF 7813 COWAN AVE.

Approximate Footage 0 - 300 **Log Number** 33081

Date(s) 3/27/2012 to 3/27/2012 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

Permit #F00050605

I certify that I am a representative of Hawthorne Direct ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 3/12/12

Hawthorne Direct
Name of Principal

By: [signature]
Representative's Signature

Alex Edge
Print Representative's Name

Production Coordinator
Representative's title

300 N 16th St
Fairfield, IA 52556
Principal's Address

(641) 472-3800
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT